

AgriMissouri™

AgriMissouri™

January 2004

2003 Was a Great Year for AgriMissouri™

The start of the new year gives us an opportunity to reflect on 2003 and share with you some exciting things that happened in 2003. To strengthen the AgriMissouri™ brand and our services to AgriMissouri™ members, we worked hard to implement an aggressive marketing plan that focused on retail, wholesale, foodservice and direct-to-consumer market channels. We also strengthened our member services by offering educational opportunities and access to trade shows. Here are some highlights from 2003:

Trade Show Participation: There were a number of trade show opportunities for AgriMissouri™ companies in 2003. Gibbons Bee Farm & Persimmon Hill Gourmet Foods participated in the first Missouri Pavilion at the Spring Fancy Food Show (held in conjunction with the U.S. Food Export Showcase in Chicago, Illinois). Eight companies participated in the AgriMissouri™ Area at the St. Louis Cooks & Entertains Show, including Image Services International; Gibbons Bee Farm; Family Farm Foods, LLC; Old World Spice & Seasonings; Vic's Stix Chocolates, LLC; Oak and Acorn Country; Fitz's Bottling Company; & McCarthy Spice & Blends.

Consumer Outreach: Our staff logged many miles this past year promoting AgriMissouri™ products to Missouri consumers. We routinely display products of AgriMissouri™ companies at trade shows and events across the state, and we offer the products for sale at a select number of events as a way for consumers to try our members' products. The AgriMissouri™ Market is one of the tools we use to increase consumer awareness of the many products grown, raised and processed in Missouri. All product sale proceeds are used to support our marketing efforts.

The AgriMissouri™ Market at the 2003 Missouri State Fair earned the highest sales ever at the Fair. A Taste of the Kingdom, LLC earned the High Sales honor. We also brought the AgriMissouri™ Market to the Ozark Empire Fair (Springfield), Small Farm Trade Show (Columbia), and the first annual Chestnut Roast (New Franklin).



State Fair goes sample AgriMissouri™ products in the Market.

Retail Marketing: An exciting new focus for us is our partnership with many Missouri grocery retailers and wholesalers to promote and sell Missouri products, and we are excited about our results over the past year. In 2003, more than 22.6 million weekly grocery ad circulars included the AgriMissouri™ logo and featured products such as Missouri beef, pork, dairy, eggs, rice, produce, and packaged products. Advertising and shelf space are some of the most expensive real estate to any company, and these efforts will help us promote Missouri products in hundreds of grocery stores across the state.

One specific consumer promotion this year was the "Experience AgriMissouri™" consumer bed and breakfast vacation giveaway, a partnership with Bed and Breakfast Inns of Missouri and retailers across the state. The promotion gave us a fun way to promote in-store sales of Missouri products and also benefit agritourism ventures.

School Foodservice: Nearly 200 Missouri school districts participated in AgriMissouri™ promotions in 2003, up from 44 in 2002. Serving nearly one million meals a day, Missouri schools can be a valuable market for some AgriMissouri™ products. In

continued to page 2

AGRI MISSOURI™

2003 Was a Great Year for AgriMissouri™

continued from page 1

2003, we sponsored promotions in conjunction with Missouri Agricultural Products Month and National Ag Week. We also partnered with Missouri Beef Industry Council on a promotion during May to celebrate Beef Month. We were fortunate to have Missouri First Lady Lori Hauser Holden visit a number of school districts on our behalf to promote the use of Missouri products on school menus.

The AgriMissouri™ School Foodservice Task Force, comprised of school foodservice directors and other stakeholders, was formed in March to identify Missouri products suitable to include on school menus and to identify challenges in using these products. A sub-committee of foodservice directors from Southeast Missouri met during Fall 2003 to develop a regional plan for using Missouri produce and meat products on their school menus.

One specific product focus area in our school promotions was produce, and the "Redee" and "Jonee" apple costumes made visits to 70 school districts that served Missouri apples. In addition to direct purchasing of apples, schools were also able to source Missouri apples through U.S. Foodservice, one of the largest foodservice distributors in the United States.

Member Services: We sponsored "From Recipe to Reality" workshops in Springfield and Columbia, assisting nearly 60 entrepreneurs in identifying the steps needed to create a successful food-related business. Additionally, 34 companies and farmers' markets received grants totaling \$33,000 through our Matching Funds Program.

Farmers' Markets: To help markets across the state with their promotional efforts, AgriMissouri™ provided media kits, banners, price cards and bags to Missouri farmers' markets. MDA sponsored a strategic planning workshop for the Missouri Farmers' Market Association to build a working plan for their organization. Additionally, several educational initiatives took place in 2003. Five farmers' market workshops were held throughout the state in February to further develop existing farmers' markets and

to develop new farmers' markets. Additionally, the first in a series of five food safety workshops was held for vegetable growers and farmers' markets. To bolster educational efforts in 2004, the Kansas Rural Center and MDA received a grant to offer workshops over the next three years to train farmers' market managers and communities on developing and enhancing farmers' markets. The first workshop will be held in March.

Agritourism: The newly-organized Missouri Agritourism Council, representing all aspects of Missouri's agritourism industry, held their first meeting in July and will meet again in early 2004. To help new and existing agritourism businesses enhance their profitability, we held a number of educational seminars in 2003. The second annual statewide agritourism conference was held in June with more than 130 attendees. Regional agritourism conferences were held in both northwest and southeast Missouri with over 60 attendees each. We are also partnering with the University of Missouri Department of Parks, Recreation and Tourism to offer Customer Service Training Workshops for agritourism businesses in 2004.

We actively promoted agritourism businesses through promotions at the State Fair and Ozark Empire Fair. Additionally, our partnership with the Missouri Division of Tourism and other industry stakeholders can benefit agritourism businesses by helping them access promotional tools already in place for the broader tourism industry. One specific example is the new agritourism link on the Missouri Division of Tourism web site at www.visitmo.com.

We hope our efforts help you see the value in your AgriMissouri™ membership, and we look forward to working with all of our members in 2004. Please remember we are here to serve you, and we look forward to receiving your input on how we can improve our efforts.

AgriMissouri™ Staff

Deanne Hackman	Director, Ag Business Development Division	573-522-3454	Deanne.Hackman@mda.mo.gov
Gene Wiseman,	Manager, Business Services Program	573-751-2969	Gene.Wiseman@mda.mo.gov
Tammy Bruckerhoff	Horticulture & Agritourism Team Leader	573-751-3394	Tammy.Bruckerhoff@mda.mo.gov
Cynthia Haskins	Coordinator, AgriMissouri™ Retail & Food Service Promotions		CynHaskins@aol.com
Sarah Shultz	Member Services Coordinator & Food Products Team Leader	573-522-9213	Sarah.Shultz@mda.mo.gov
Karen Wilde	Administrative Assistant	573-751-4762	Karen.Wilde@mda.mo.gov

AGRI MISSOURI™

New Commission to Advise AgriMissouri™

The Missouri legislature recently created the Citizens' Advisory Commission for Marketing Missouri Agricultural Products. The Commission's purpose is to provide the department with recommendations for improving the AgriMissouri™ program's effectiveness in promoting products grown, raised and processed in Missouri. The commission's nine members, who each represent a specific area outlined in the legislation, were appointed by Governor Bob Holden and ratified by the Missouri Senate in 2003.

The commission met twice in 2003 to develop strategies for improving the AgriMissouri™ program and specifically discussed marketing strategies, long-term goals, performance measures, membership categories, and membership fees. The commissioners and the statutory category they represent are:

- **Specialist in Advertising:** Nip Neidert, owner, Neidert & Associates, Jefferson City
- **Specialist in Agribusiness:** Ted Beaty, executive vice-president, Tapco, Inc., St. Louis
- **Specialist in Retail Grocery:** John Morrison, director, Missouri Grocers Association, Springfield
- **Specialist in Product Distribution:** Ed Hewlett, retired, Associated Wholesale Grocers-Springfield, Springfield
- **Specialist in Communications:** Donna Cordle-Powell, president, Legacy Dimensions, St. Charles
- **Family Farmer with Livestock Experience:** Joann Pipkin, Republic
- **Family Farmer with Grain Experience:** Mark Kelly, Essex
- **Family Farmer with Organic Experience:** Steve McKaskle, Braggadocio
- **Director, Agriculture Business Development Division, Missouri Department of Agriculture:** Deanne Hackman, Macon

Agritourism in Missouri: Where Are We and Where Are We Going?

In the past two years the Missouri Department of Agriculture has stepped up efforts to promote agritourism in Missouri. During that time, Pam Wiggins, a business development specialist, has counseled new and existing agritourism businesses. She also counsels communities on how to develop their agritourism resources.

In 2003, the MDA Agritourism Team focused on two main areas: promoting Missouri's agritourism industry and providing assistance to agritourism businesses and communities. The agritourism team partnered with convention and visitor's bureaus, University Outreach and Extension and the Missouri Agritourism Council to coordinate three workshops throughout the state to educate entrepreneurs about business development and generate excitement for developing agritourism resources. Consumer promotions, hosted at the Ozark Empire Fair and Missouri State Fair, also helped generate public interest. The Missouri Division of Tourism is also helping promote agritourism.

The Missouri Agritourism Council, launched in July, will serve as the guiding force for Missouri's agritourism efforts. The council is representative of the agritourism industry, government and the university.

In 2004, the Agritourism Team is again focusing on promotion and business counseling and two agritourism workshops are scheduled. The first is set for February 18 in Springfield and the second will be held March 2 in St. Joseph.

Early Birds Get an Apron

AgriMissouri™ is kicking off the New Year with a membership drive. The membership drive allows companies, farmers' markets, agritourism businesses and retail partners to update their business information with AgriMissouri™ and provides multiple benefits of AgriMissouri™ membership. There is a nominal membership fee to become an AgriMissouri™ member, but all the benefits far exceed the membership fee.

An additional benefit to those returning their application by March 1, 2004, is a free AgriMissouri™ apron. So kick off the New Year by re-enrolling in the AgriMissouri™ program and earning your apron.

AGRI MISSOURI™

Join the Missouri Pavilion at the 2004 Spring Fancy Food Show

Marketing products on a national and international level requires determination, hard work and perseverance. Companies possessing these qualities, and the desire to take their business to the next level should consider participating in the Missouri Pavilion at the 2004 Spring Fancy Food Show held May 2-4 in Chicago.

The Spring Fancy Food Show attracts more than 12,000 buyers. The show is co-located with the FMI Show, one of the largest grocery shows in the country, drawing approximately 30,000 buyers. Last year many of these buyers ordered products exhibited at the Fancy Food Show because many grocery stores are adding specialty and gourmet sections in their stores to keep their customers.

Last year Gibbons Bee Farm and Persimmon Hill Gourmet Foods participated in the Missouri Pavilion at the Fancy Food Show. Booths are still available for 2004, so if your company is interested in participating please contact Sarah Shultz at 573-522-9213 or Sarah.Shultz@mda.mo.gov for more details. Time is drawing near, so act quickly.



Persimmon Hill Gourmet Foods exhibit at the 2003 Fancy Food Show.

On-Line AgriMissouri™ Buyer's Guide Debuts New Look

Technology improves at great speeds everyday, and AgriMissouri™ wants to bring those benefits to its members. One way is by improving the look of the on-line Buyer's Guide, www.agrimissouri.com, to include more information about each member.

Each member will receive their own feature page to include information about their company, products, directions to business and links to member's own Web site. Members can also list the places their products are sold.

Members will receive the opportunity to display two pictures on their page. These pictures can include a company logo, product pictures, staff pictures or pictures of consumers enjoying products. The benefit is that consumers can associate a logo or face with the product or experience each member provides. More information about the new Buyer's Guide is provided in the 2004 re-enrollment application.

Five Regional Farmers' Market Workshops Held

The Missouri Department of Agriculture, in cooperation with the U.S. Department of Agriculture, University Outreach and Extension and the Missouri Farmers' Market Association held five regional workshops last spring. They were held in Cape Girardeau, Warrenton, Moberly, Warrensburg and Springfield.

Mr. Bob Chorney, Farmers' Markets Ontario, consulted with more than 200 farmers' marketers throughout the week. Chorney led the groups in discussions on setting up model farmers' markets, the importance of community partnerships and alliances, selling the truckload, and signage and displays. Farmers were also trained in post-harvest handling and proper weights and measures.

AgriMissouri has continued to receive comments from farmers' markets over the year. "Thanks again for the seminar. It gave me so many ideas to build my market with. WATCH US GROW!" wrote Peggy Schletty, Market Master for the Fair Grove Farmers' Market at the Mill. Schletty is also president of the Missouri Farmers' Market Association.

In 2004, the Missouri Department of Agriculture will offer a Farmers' Market Vendor Workshop in Springfield on February 16 and a Farmers' Market Manager Workshop in Concordia on March 19.

AGRI MISSOURI™

AgriMissouri™

SPECIAL EDITION

January 2004

AGRI MISSOURI™ EXCELLENCE AWARDS RECOGNIZE OUTSTANDING PARTNERS

Many of our promotional efforts depend upon a strong partnership with our AgriMissouri™ partners. We began a new awards program in 2003 to give recognition to these partners and to thank them for the hard work they undertook in 2003 to benefit the AgriMissouri™ brand and member companies.

AgriMissouri™ Retail Excellence Award

Our gold winner and retailer of the year was **Hen House Markets** of Kansas City. Fred Ball, owner and president of Ball Food Stores, has made a



Peter Hofherr, director, Missouri Department of Agriculture, awards Fred Ball, owner and president of Ball Food Stores, the AgriMissouri™ Retail Excellence Award.

commitment to sourcing and promoting Missouri food products. Hen House dedicated several front and full page advertisements for Missouri products. Additionally, they produced special signage for a consumer promotion that was run through their Hen House Markets shopper reward card. Pictures of the farmers and geographical locations of where fresh produce is grown was showcased in their ads.

Our silver award winner was **C&R Supermarkets**, an 11-store chain in north central and northeast Missouri. Promoting Missouri food products, this retail chain dedicated an entire front page of their weekly circular to AgriMissouri™, as well as their produce sections in their grocery ads. Additionally, AgriMissouri™ displays were built promoting Missouri products. C&R is also an active participant in FFA product sales.

Our bronze award winner was **Summer Fresh**. With seven retail stores in southwest Missouri, this

retailer displayed AgriMissouri™ signage in front of Missouri products. They promoted such products as Ozark Heritage Acres pork, Memory Lane Dairy, Otts Salad dressing and wing sauce, Taste of the Hill Pasta Sauce, Murphy apple cider, watermelons, and apples. Summer Fresh advertised Missouri products on the front of their grocery ads, and many times dedicated half of the produce section of their ads to advertising Missouri produce. During October, Summer Fresh donated pumpkins to a local school for kids to decorate and then displayed the pumpkins in their Springfield store. To help celebrate the event, Summer Fresh advertised Missouri pumpkins along with the AgriMissouri™ logo on the front of their grocery ads throughout October.

We also recognized four additional organizations:

Straubs is a four-store retail operation out of St. Louis. This chain built special displays of Missouri gourmet food products and promoted those products during the "Taste the Best of Missouri" celebration at the Botanical Garden in St. Louis. Teams of Straubs employees wore tee shirts showcasing the Straubs and AgriMissouri™ logos and promoted Missouri products. We recognized Straubs for its community participation in the "Taste the Best of Missouri" event.

Associated Wholesale Grocers, or AWG, is the nation's second largest retailer-owned grocery wholesaler in the United States serving more than 850 stores in a 10-state distribution area. Both the Kansas City and Springfield distribution centers have participated in AgriMissouri™ promotions. **AWG—Kansas City** helped make Missouri apples available to multiple-unit retailers and independents, as well as promoting Missouri-grown in the advertisements among many retail chains and independents. In addition to apples, **AWG—Springfield** also made Missouri watermelons available to multiple-unit retailers and independents throughout the southeast and southwest parts of Missouri.

Dierbergs has 21 stores in the St. Louis area and one store in Illinois. This year, Dierbergs not only sourced Missouri produce but also featured pictures of Missouri farmers in the "Home Grown" section of their weekly ad circulars. Additionally, large "Home Grown" displays appeared in their stores. We

AGRI MISSOURI™

recognized Dierbergs for their fine work in promoting Missouri Home Grown in their stores and newspapers.

St. Louis-based **Schnucks** kicked off the fresh fruit and vegetable season with ample displays of Missouri farm fresh produce. Featuring the AgriMissouri™ logo, tables in each of their more than 80 stores displayed Missouri apples, apple cider and caramel apples. Schnucks displayed the AgriMissouri™ bed & breakfast consumer promotion. In October, Schnucks used a third of their ad circular front page to promote Missouri apples.

AgriMissouri™ Media Excellence Award

The **AgriMissouri™ Media Excellence Award** goes to media organizations that have done an outstanding job reporting on Missouri products. The gold award went to the **St. Joseph News-Press**, which has featured articles on agritourism, restaurants selling Missouri beef, farmers' markets, and direct-to-consumer sales of pork. As described in their nomination, their coverage focuses on how agricultural issues impact farm families, the communities they live in, and the consumers that use the products grown and processed in Missouri.

The silver award goes to **Sauce Magazine/SauceCafe.com**, a publication devoted to dining, drinking and living well in the St. Louis area. The magazine regularly profiles Missouri farmers and businesses, encouraging its 60,000 monthly readers to buy local products and to choose restaurants and retailers that feature local products. The magazine has also partnered with Chefs Collaborative and Clayton Farmers' Market. In recent issues, they have featured restaurants, farmers' markets, Missouri products, seasonal produce guides, Martin Rice, A Taste of the Kingdom pepper jellies, Volpi Foods, Mount Pleasant Winery and even some suggestions on cooking the wild turkey you may have shot for Thanksgiving dinner.

Our Bronze Level award went to the **Columbia and Jefferson City Business Times**, which has featured, among other things, agritourism, Missouri wines, mid-Missouri schools and restaurants serving Missouri products, and First Lady Lori Hauser Holden's visit to Missouri Highland Farm.

We awarded four additional organizations recognition awards:

Missouri Life Magazine celebrates Missouri's unique locations and businesses in every issue.

Over the past year, they have featured a number of agriculture-related businesses, including Life Abundant Farm, corn mazes, Centennial Farms, and Sayersbrook Bison Ranch. They also advertise a "Missouri Life Gift Basket" full of Missouri products in every issue.

Today's Farmer, a publication of MFA, Inc., primarily targets agricultural audiences. With a circulation of 40,000, they do a fantastic job reminding us about our competitive advantage and bringing attention to Missouri ag businesses and products. Recent examples have included Missouri's rice industry, biodiesel, a pork-for-tuition program at Lindenwood University, and the equine industry.

Ozarks Farm & Neighbor is another publication with agricultural roots and a focus on Missouri's agricultural opportunities. With 33,000 readers, recent feature articles have included Renner family pumpkin and agritourism business in Newton County, Fox Creek Farm heirloom vegetables, Southern View Farms' sunflower bird seed, Bass Premium Beef, and Pate's Orchard.

"Where Magazine" focuses on visitors to the St. Louis-area. Recent articles have featured Fitz' Bottling Company, Kirkwood Farmers' Market, Riddles Pentultimate, Annie Gunns, and Missouri wine country.

AgriMissouri™ Foodservice Excellence Award

Our **AgriMissouri™ Foodservice Excellence Award** honors individuals who have worked hard to include Missouri products on school menus. With more than a million school meals served everyday in Missouri, this is a great opportunity to increase sales of Missouri products and teach school kids about agriculture at the same time.

Lisa Elfrink, the foodservice director of Cape Girardeau School District, was our Gold award winner. Lisa, who serves on our School Foodservice Task Force, sources Missouri beef from Fruitland Meats in Jackson and has worked with other southeast Missouri school districts to buy Missouri beef. Most recently, Missouri-processed beef has been introduced to U.S. Foodservice, which distributes to schools statewide. Lisa was also instrumental in helping us bring several southeast Missouri school districts together to establish a plan for sourcing more Missouri food products. Lisa has committed to using Missouri watermelon and other fresh fruits and vegetables on their school menus next season and

AgriMissouri™

has motivated other school districts to do the same. Silver awards went to **Linda Jones and Stan**



Lisa Elfrink, food service director of Cape Girardeau School District, receives the AgriMissouri™ Foodservice Excellence Award from Peter Hoffherr, director, Missouri Department of Agriculture.

Ingber, both of Opa Food Management, which manages foodservice operations in 43 Missouri school districts. Linda and Stan worked hard to get all 43 school districts to source Missouri products and place them on school menus. Last year, Opa helped celebrate Missouri Ag Products week by sponsoring a cafeteria decorating contest. Teachers, principals, and students got involved in decorating their cafeterias. First Lady Hauser Holden visited several cafeterias promoting Missouri agriculture.

Stan serves on our School Foodservice Task Force and helped identify Missouri products that fit on school menus and comply with USDA's daily nutrient requirements. Many of the school districts source products from U.S. Foodservice, as well as other foodservice distributors. Stan was instrumental in persuading U.S. Foodservice to purchase Missouri apples and now many school districts can enjoy our wonderful local crop.

AgriMissouri™ Chef Excellence Award

In partnership with the Missouri Restaurant Association, we held our first **AgriMissouri™ Chef Excellence** contest this year. We appreciate the assistance of Pat Bergauer, the association's execu-

tive vice president, and Greg Hunsucker, the association's president in helping us judge the contest. The purpose of this award is to bring recognition to chefs who effectively use Missouri products in their creations and have shown extraordinary creativity and a real commitment to using Missouri products. Winners received a medal and cash award.

The Gold Level Medal Winner was **Chef Chris Desens of Racquet Club Ladue** for his Morel Mushroom Pasta. His recipe included Ozark Forest morel mushrooms, fresh herbs from Herb Gathering



Chef Chris Desens, Racquet Club Ladue, accepts his Gold Medal from Peter Hoffherr, director, Missouri Department of Agriculture.

in Kansas City, Stone Hill Seyval, and Burger's Country Ham. The silver level winner was **Chef Andy Ayers, owner and chef of Riddles Pentultimate Restaurant** in St. Louis. Andy's winning recipe was for Chicken Stupendo, featuring Missouri Country Fresh chicken, Thies Family Farm peaches from St. Louis County, squash from Sam Hilmer's Walnut Grove Farm in Eureka, and Romano cheese and prosciutto ham produced by the John Volpi Company in St. Louis. The Bronze Level Medal winners were **Chef DeWayne Schaaf of Celebrations Restaurant** in Cape Girardeau and **Chef Kirk Warner of King Louie's** in St. Louis. Schaaf's creation was Goatsbeard Chevre and Porcini "Lake" with Patty Pan-Pear Tomato Ragout and Wilted Show Me-Fresh Farms Endive. His recipe used Goatsbeard chevre, Mount Pleasant wines, and fresh Missouri produce. Chef Warner's creation was

AGRI MISSOURI™

Prairie Grass Farm Lamb Mixed Grill, which used Dave Hillebrand's "Prairie Grass Farm" lamb from New Florence and Ozark Mountain Pork.

AgriMissouri™ Farmers' Market Excellence Award

The **AgriMissouri™ Farmers' Market Excellence Award** honors successful farmers' markets. Judging was based on the quality of promotional activities, signage, community involvement, use of AgriMissouri™ point-of-sale materials and advertising. Recipients received a plaque, banner, and small cash award to be used for marketing.

Our first place winner was **Webb City Farmers' Market**, which is run by the Webb City Chamber of Commerce. This market has effectively engaged the community in the market, promoted the AgriMissouri™ brand and promoted local producers and processors. Weekly "Meet Me at the Market" and "Tasty Tuesday" promotions highlight the commitment to AgriMissouri™, local producers and processors, and the local community. Our second place winner was the **Fair Grove Farmers' Market at the Mill**. Agri-



Eileen Nichols, market master for the Webb City Farmers' Market, and Jan Amos, Amos Apiaries, accept their Farmers' Market Excellence Award from Peter Hofherr, director, Missouri Department of Agriculture.

Missouri™ pride has deep roots at this market. The market, still in its infancy, had 36 farmers/vendors registered and every week has community groups, such as the Quarterback Club, FFA, and Project Graduation, involved in market activities. In their award entry, Peggy Schletty wrote, "we pride ourselves on promoting the small farmer and having fun at the same time." This shows the enthusiasm and commitment that Fair Grove has for their farmers'

market. The third place winner was the **Greater Springfield Farmers' Market**. One of the largest markets in the state, this farmers' market has been in operation since 1973 and the market continues to attract thousands of customers. The market offers entertainment every week and continues to get school groups and community organizations involved in the market.

Agriculture Exporter of the Year

Our **Agriculture Exporter of the Year** is **S&M NuTec** of Kansas City. Judy and Joe Roetheli founded the company in 1996 as a result of trying to create a product to help freshen their dog's bad breath and promote dental care. The product they created, "Greenies," is sold domestically, as well as exported to Asia, Europe, Australia and in the near future, Latin America. Judy and Joe have gone from working out of their home to a staff of 35. This number does not count the more than 250 employ-



Steve & Cindy Hadley and Joe & Judy Roetheli, S&M NuTec, accept their Ag Exporter of the Year award from Peter Hofherr, director, Missouri Department of Agriculture.

ees of contractors that handle the company's manufacturing, packaging, shipping, and warehousing. S&M NuTec has won numerous other awards, including Top Dog Treat from Pet Business and Pet Age Magazines and the Export Achievement Award from the U.S. Department of Commerce.

We applaud the efforts of all of our AgriMissouri™ Excellence Award winners. If you have the opportunity, please make sure to tell them you appreciate their hard work in promoting Missouri products in 2003.